

**WHAT IS CLAIMED IS:**

1. A system for supplying information between a visited physical location and a user of a portable device, comprising:

a portable device supplied to and adapted to be carried by a human being user, the portable device having a unique device identification code;

a reader adapted to read the device identification code of the portable device of the user in close proximity to the reader, the reader being associated with a physical location to be visited by the user and having a unique reader identification code, the reader including capability to supply as an output the device identification code of the portable device when read along with the reader identification code of the reader;

a control center receiving user identification information identifying an identity of the user and associating the user identification information with the device identification code of the portable device supplied to the user; the control center receiving reader identification information identifying an identity of the occupant of the physical location and associating the received reader identification information with the reader identification code of the reader associated with the physical location; the control center adapted to receive the device identification code and the reader identification code output by the reader, the control center supplying information associated with the supplied reader identification code to a user information destination associated with the received device identification code and supplying to the physical location the identity of the user associated with the supplied device identification code.

2. The system of claim 1, wherein the reader is adapted to read the device identification code of the portable device when the portable device is exterior to the physical location.

3. The system of claim 1, wherein the reader is adapted to read the device identification code of the portable device when the physical location is closed.

4. The system of claim 1, wherein the portable device supplied to the user does not directly identify the user.

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5. The system of claim 1, further comprising a plurality of readers disposed within or near the physical location, each of the readers being disposed at a respective unit within or associated with the physical location and having a respective reader identification code.

6. The system of claim 1, wherein the control center receives from the user a preferred amount of identification information to be supplied to visited locations; and the control center supplies to the physical location the identity of the user associated with the supplied device identification code in accordance with the preferred amount of identification information to be supplied.

7. The system of claim 1, wherein the control center receives from the user a plurality of amounts of identification information to be supplied; the portable device includes means for selecting one of the plurality of amounts of identification information to be supplied during a visit to a physical location; and the control center supplies to the physical location the identity of the user associated with the supplied device identification code in accordance with the selected one of the plurality of amounts of identification information to be supplied.

8. A process of supplying information between a visited physical location and a user of a portable device, comprising the steps of:

providing to a user a portable device having a device identification code stored on or in the portable device;

associating an identity of the user with the device identification code of the portable device;

disposing a reader within or near a physical location, the reader having an associated reader identification code;

visiting by the user of the physical location;

reading by the reader of the device identification code stored on or in the portable device;

supplying to a control center the reader identification code and the device identification code of the portable device read by the reader; and

supplying by the control center to the physical location the identity of the user associated with the supplied device identification code.

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9. The process of claim 8, further comprising the steps of identifying by the user of an information destination to which information is to be supplied to the user; associating the identified information destination with the device identification code of the portable device provided to the user; identifying to the control center information associated with the reader identification code and relating to the physical location; and supplying by the control center the information associated with the supplied reader identification code to the information destination associated with the supplied device identification code.

10. The process of claim 8, wherein the step of visiting is carried out by visiting an exterior of the physical location; and the reading step is carried out when the user is exterior to the physical location.

11. The process of claim 8, wherein the step of visiting is carried out by visiting by the user of the physical location when the physical location is closed; and the reading step is carried out when the physical location is closed.

12. The process of claim 8, wherein the portable device supplied to the user does not identify the user.

13. The process of claim 8, wherein the step of disposing the reader within or near the physical location is carried out by disposing a plurality of readers within or near the physical location, each of the readers being disposed at a respective unit within or associated with the physical location and having a respective reader identification code.

14. The process of claim 8, further comprising the step of registering the user to the control center during which the user identifies an amount of identification information to be supplied to visited locations; and wherein the step of supplying by the control center is carried out by supplying to the physical location the identity of the user associated with the supplied device identification code in accordance with the user identified amount of identification information to be supplied.

15. The process of claim 14, wherein the step of registering includes the user identifying a plurality of amounts of identification information to be supplied; the process further comprising the step of identifying by the user during the visiting step one of the plurality of amounts of identification information to be supplied; and wherein the step of

supplying by the control center is carried out by supplying to the physical location an amount of identification information in accordance with the user identified one of the plurality of amounts of identification information to be supplied.

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